

Generics Can Save Consumers Over 60% per Prescription

Prescription Cost

\$120.00

\$100.00

\$80.00

\$60.00

\$40.00

\$20.00

\$0.00

Average Cost Per Brand Name Prescription ¹

Average Cost Per Generic Prescription ²

Claritin
(Allergies)

Cipro
(Infection)

Zocor
(High Cholesterol)

Zoloft
(Depression)

Singular
(Asthma)

\$33.62

\$35.02

\$45.31

\$27.19

\$32.89

\$86.19

\$89.79

\$116.17

\$69.71

\$84.34

¹ Average based on price per 30-pill prescription at CVS.com, RiteAid.com, and Walgreens.com (except Cipro, which is based on price of 20 pills at CVS.com and Walgreens.com only).

² Estimate based on savings in third year generic is on the market (PRIME Institute, 1995).